OPERATING GUIDELINES

BUY-DOWNS

- Discontinue, except Institutions, Military, Direct Chains and high control indirect chains.

VPR OR COUPON PRODUCT

- Packs or cartons will be marked with indelible ink under all circumstances.
- Package outlets: each pack is marked with indelible ink; and cartons containing the marked packs are marked with indelible ink.
- Carton outlets: each carton is marked with indelible ink; and packs in these outlets can not be VPR'd or couponed unless retailer can prove carton containing packages was not previously VPR'd or couponed.
- VPR or coupon amounts will never exceed authorized levels. Maximum VPR or coupon amounts should be viewed as the exception rather than the rule.
- VPR or coupon values will be established in a given marketplace; preferably by Region, by Brand, on packs and cartons.
- In a carton outlet, only those packs sold from a promotional display will be VPR'd or couponed.
- Never use promotional activity; i.e., VPR's and coupons, to maintain distribution.
- Only one RJR employee will write drafts in a retail outlet to pay for VPR's or any other RJR activity.
- VPR and coupon activity will be based on competitive activity and RJR objectives versus retail request or pressure.

OPERATING GUIDELINES

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Source: https://www.industrydocuments.ucsf.edu/docs/qmjn0000

- Limit the Savings Brands you promote to those brand styles that have the highest consumer demand.

- Prebook allowances or other incentives will be used only on the brands on which they are designated.

- Prebook allowances will be used to place additional product in an account -- not to reward a regular order.

- Excuses relating to reporting problems will not be accepted. Those entrusted with inputting of our activities will be held accountable for its accuracy.

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